

## Growing Tempe Industry Began With Camera On Football Field

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TEMPE (Special) — One of this city's growing industries got its start on a football field even though its present subjects vary from pretty models to electronic experts.

Southwest Film Industries Inc., 806 Roosevelt, which recently expanded its activities, services and equipment, began with a camera in the hands of Joel Benedict, of Scottsdale.

Listed in "Who's Who in American Education," Benedict is director of the audio-visual center at Arizona State University.

Some years ago, just for fun, Benedict began filming ASU football games and later was called upon to do similar films for high schools. He processed



Benedict

his films himself with much "do it yourself" equipment that is still seeing service.

IN JUNE 1954, his hobby became an incorporated business. Benedict is president of Southwest Film Industries; Robert Wachs, of Chandler, is vice president; and Tillman Crance, Tempe, is secretary-treasurer.

The firm that began its career by processing 16-mm black and white motion picture film, now has expanded into three divisions: motion picture and sound slide film production, motion picture processing, and the sale of audio-visual equipment to industry and to schools.

A native Arizonan, Benedict's interest in films stems from an early job as a motion picture projectionist. He now is an active member in the Society of Motion Picture and Television Engineers.

John E. Evans, the firm's general manager, attended the University of Arizona and then be-

gan a career in film writing and television production. He was associated with the D'Arcy Advertising Co. in St. Louis and more recently organized an education program at Fort Clayton in the Panama Canal Zone for the U.S. Army.

ALTON Hollister, once of Rochester, N. Y., is sales manager for Southwest's production and audio-visual activities. He has served as a sound engineer, technical writer, and classified contract liaison officer for the U.S. Central Intelligence Agency in Washington, D. C.

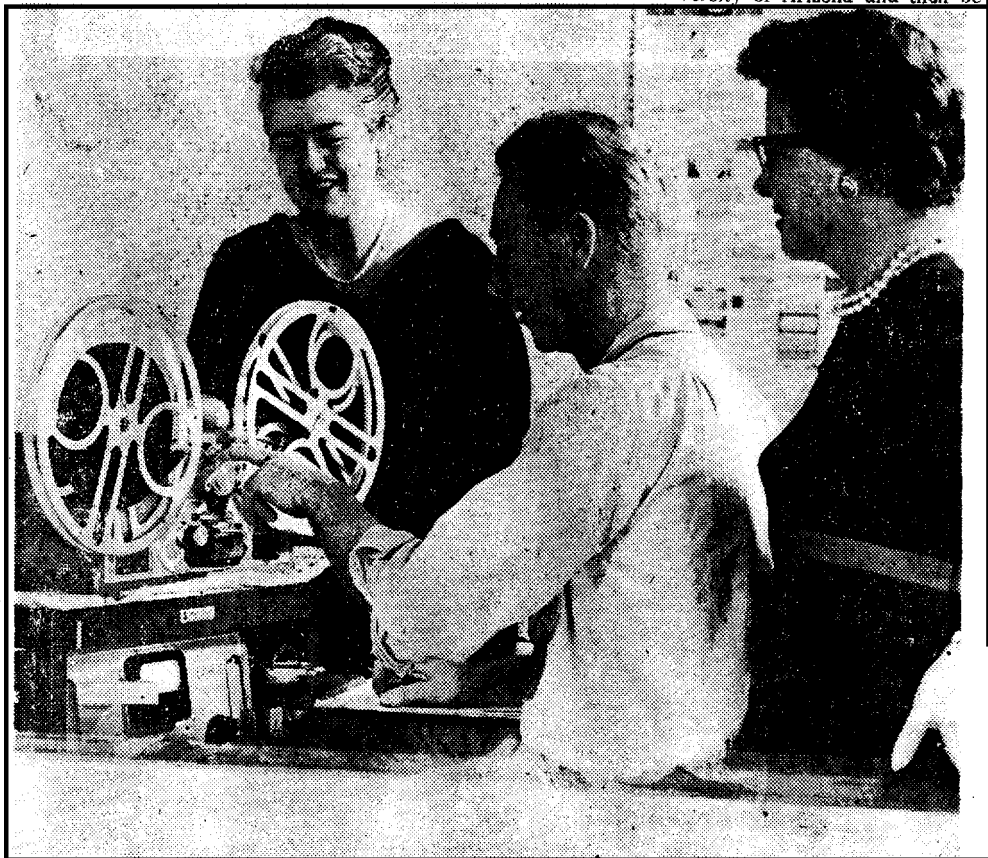
The firm's 3,000-square-foot headquarters houses its offices, studio, and laboratory where a variety of equipment, from Benedict's original home-made developing tanks to expensive, complicated electronic devices for filming and animation, compete for space.

Working in both black and white and color, the firm has produced a number of educational films for the elementary school levels, television commercials, training films, and full animation commercials.

It filmed the recent Copper Bowl night football game in color and among its customers were McGraw-Hill Publishing Co., United World Films (a division of Universal Pictures); Maricopa County, John F. Long; Fiesta Foods, AirResearch Manufacturing Co., Talco Manufacturing, and others.

MOST RECENTLY the firm has been shooting a training film in color and with sound for the Valley National Bank.

The film, to be shown bank employees, points out the right and wrong way to deal with customers and is made to illustrate an in-person talk which will accompany its showings. The cast includes 10 Valley Bank employees.



SOUNDS FINE — Elmer Hohnberger, recording engineer for Southwest Film Industries in Tempe, explains recording equipment to June Anderson, left, and Ann Foster, Valley National Bank employees. His listeners both appear in training film made for the bank by Southwest Film.

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